

**Rep Order#** 6815981      **Ver#** 1      **Mod#** 0      **Status** Confirmed      **Traffic Order#** 102137      **Printed:** 05/29/2012 8:51 AM      1 of 3  
**EC'd** Yes      **Last Received:** 05/21/2012 2:22 PM  
**Showing Buylines:** All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2214  
Buyer KEGAN BERAN  
Phone#  
Fax#

Agency ( )	STRATEGIC MEDIA PLACEMENT	Rep Firm	( )
7669 STAGERS LOOP		Sales Office (	PHILADELPHIA
DELAWARE, OH 43015		Salesperson (	AMY MCCREARY
Agency C/P1/P2/E //2214			
Flight Dates 11/05/2012 - 11/06/2012		Salesperson Phone#	215-568-6540
Hiatus Weeks		Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

JOE HECK D3 SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	5A-6A	NEWS	:30	\$400.00	11/05-11/06	4	1	4	\$1,600.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A	NEWS	:30	\$725.00	11/05-11/06	4	1	4	\$2,900.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A	NEWS	:30	\$900.00	11/05-11/06	4	1	4	\$3,600.00	
		Buyline Comment: TODAY										
	4	M-TU	9A-10A	NEWS	:30	\$425.00	11/05-11/06	4	1	4	\$1,700.00	
		Buyline Comment: TODAY II										
	5	M-TU	10A-11A	NEWS	:30	\$325.00	11/05-11/06	4	1	4	\$1,300.00	
		Buyline Comment: TODAY III										
	6	M-TU	12P-1230P	NEWS	:30	\$425.00	11/05-11/06	2	1	2	\$850.00	
		Buyline Comment: NEWS										
	7	M	3P-4P	PHIL	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
		Buyline Comment: PHIL										
	8	M	5P-630P	NEWS	:30	\$575.00	11/05-11/05	3	1	3	\$1,725.00	
		Buyline Comment: NEWS										
	9	M	630P-7P	NEWS	:30	\$795.00	11/05-11/05	1	1	1	\$795.00	
		Buyline Comment: JEP										
	10	M	7P-730P	WHEEL	:30	\$795.00	11/05-11/05	1	1	1	\$795.00	
		Buyline Comment: WHEEL										

Station KSNV-TV LAS VEGAS, NV. Agency ( ) STRATEGIC MEDIA PLACEMENT Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) JOE HECK 4 CONGRESS 7669 STAGERS LOOP Sales Office ( ) AMY MCCREARY  
 Product JOE HECK 4 CONGRESS DELAWARE, OH 43015 Salesperson ( )  
 Estimate# 2214 Agency C/P1/P2/E //2214 Flight Dates 11/05/2012 - 11/06/2012 Salesperson Phone# 215-568-6540  
 Buyer KEGAN BERAN Hiatus Weeks Salesperson FAX# 215-568-1845  
 Phone#  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	730P-8P	FACE	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	Buyline Comment: FACE											
	12	M	11P-1135P	NEWS	:30	\$575.00	11/05-11/05	1	1	1	\$575.00	
	Buyline Comment: NEWS											
	13	M	1135P-1235A	LENO	:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
	Buyline Comment: LENO											

**---REPORT TOTALS---**  
 Report Totals: 31 / \$17,015.00

**---SALES MONTHLY TOTALS---**  
 Nov 12: 31 / \$17,015.00  
 Sales Totals: 31 / \$17,015.00  
 Station Totals: 31 / \$17,015.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

**---COMPETITIVE---**

Market Totals	\$45,986	CATV 0%	KBLR 0%	KINC 0%	KLAS 27%	KSNV 37%
		KTNV 20%	KTUD 0%	KVCW 0%	KVMY 0%	KVVU 16%
		XXXX 0%				

**---COMPETITIVE COMMENTS---**  
 NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

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— CREDIT RISK —  
CASH IN ADVANCE